



*Help get the youth of America active by being a VERB™ Extra Hour For Extra Action partner!*

- WHO?**           Twins (youth 9-13 years)
- WHAT?**           **Extra Hour For Extra Action** is a four week VERB™ program designed to increase the number of hours tweens participate in physical activity. VERB is a campaign of the Department of Health and Human Services' Centers for Disease Control & Prevention.
- WHEN?**           **October 27 – November 21, 2003.** When Daylight Savings time ends on October 26, 2003 and clocks are set back one hour, this is the kick-off to help tweens add an extra hour of physical activity per week through the Extra Hour For Extra Action program.
- WHERE?**           In every neighborhood through youth serving organizations, schools and other groups who can offer fun opportunities for tweens to get active.
- WHY?**             Physical activity is fun and promotes healthy habits for life. VERB motivates tweens to get moving, try new activities, develop new skills, and play with friends and peers.

**HOW Can You Be Involved?**

Community organizations will bring the Extra Hour For Extra Action program to life on a local level. Help get tweens moving with this action-packed promotional program that offers special rewards and recognition for being physically active. We will provide the ideas, suggestions and ready-to-use materials for you to implement this program in an Activity Kit. You can tailor the program to fit your organization's needs and customize it to add your ideas too. In addition, tell other organizations in your community about VERB and get them involved to reach more tweens in your community.

**WHAT Are Benefits of Your Participation?**

- Tweens will have a great time earn rewards and become more active.
- Availability of "fun" materials professionally developed "just for tweens."
- Opportunity to leverage a popular national media campaign to spotlight your own organization.
- Opportunity to contribute to a national effort to improve the physical health of tweens.
- Opportunity to win a \$500 grant to support your organization's physical activity program.

## Each Activity Kit will contain:

- 1 **Introductory Memo** - Provides campaign information and instructions on how to use the Extra Hour For Extra Activity materials.
- 1 **Activity Guide** - Provides simple step-by-step instructions on implementing the Extra Hour For Extra Action promotion utilizing the materials included in the kit and simple VERB activities.
- 100 **Parent Letters** – To help educate parents on the importance of physical activity and tell them about Extra Hour For Extra Action.
- 100 **Action Cards** – Provides fun activities for tweens to try. Gives tweens ideas and allows them to create their own VERBs.
- 2 **Posters** – To promote your organization's participation in the promotion.
- 100 **Participation Recognition Cards** – A reward to recognize tweens' participation in the promotion.

### **Here are just a few examples of fun activity ideas you'll find in the kit:**

- ❖ **Extra Net Soccer** – Add an extra net to each sideline to increase your opportunities to SCORE a goal. DRIBBLE the ball down the field, PASS it to your teammate, and KICK one in.
- ❖ **Tag Team** – A regular game of TAG, with one twist: this game of tag is a team sport. When the leader tags you, you must join hands and CHASE the other players together.
- ❖ **Extra Base Baseball** – It's no longer a baseball diamond when there are 5 bases. RUN around the pentagon to score, unless your FLY ball is CAUGHT.
- ❖ **STEP it up** - STEP up to the plate and give baseball or softball a try. STEP into some in-line skates for a game of roller hockey.
- ❖ **Learn a new DANCE** - Take your pick: salsa, cha-cha, mambo, tango, ballet, jazz or tap.

### **HOW to Order an Activity Kit:**

Until October 16, 2003, order an activity kit at no cost while supplies last at [http://www.cdc.gov/youthcampaign/special\\_event/hour\\_for\\_action.htm](http://www.cdc.gov/youthcampaign/special_event/hour_for_action.htm). The same materials are also available to view and download at <http://www.verbparents.com>.

### **WHAT Are Future VERB Promotional Programs?**

Mark your calendars and be sure to participate! New materials will be developed for each promotion around these campaign start dates:

- ❖ Leap Day, February 29, 2004
- ❖ Summer Solstice, June 21, 2004

